Picture yourself in and WIN

Tennessee Ernie Ford, star of "The Ford Show," NBC Network

Walter Brennan, star of Sylvania's "The Real McCoys," ABC Network

SYLVANIA PHOTOFLASH CONTEST

Here's all you have to do: Go to your local Ford dealer's showroom and actually take a picture of yourself (or have someone snap it for you) or anyone in your family in a '59 Ford. Have the Ford dealer or one of his salesmen sign your entry blank. Then send us a print of the picture along with our official entry blank and the triangular trademark from any package of Sylvania Flashbulbs. The pictures with the best story-telling value and originality will take the prizes. So, start your imagination working today on your prize-winning shot.

OFFICIAL ENTRY BLANK

Please fill out completely

Name_____

Address_____

_____

Name of Ford dealership where you took photo:

_____

Ford dealer's or salesman's signature:

_____

Name of Sylvania Flashbulb dealer who sold you your Blue Dots:

_____

Don't forget to put in your print and this triangular trademark from a package of Sylvania Flashbulbs.

Mail entry to: Sylvania Photoflash Contest, Post Office Box 1686, New York 46, N. Y.

OFFICIAL CONTEST RULES

1. This contest is open to anyone 18 years of age or over residing in the United States or Hawaii. Employees of Sylvania Electric Products Inc., Ford Motor Company, Ford Dealers, Sylvania Photo Lamp Dealers, their advertising agencies, subsidiary companies, and the immediate members of their families are not eligible to enter.*

*1a. Photographers who derive their maximum yearly income from commercial photography are also not eligible to enter this contest.

2. Pictures must be in black and white, no smaller than 2¼" x 2¼" and no larger than 5" x 7". Neither framed pictures nor color slides are acceptable. Prints that have been previously published commercially will not be acceptable. All pictures submitted must be taken with flashbulbs.

3. Photographs should be sent to: Sylvania Photoflash Contest, Post Office Box 1686, New York 46, New York.

All entries must be photographed no later than March 15, 1959, postmarked on or before March 31, 1959, and received by April 10, 1959.

4. Additional entry blanks will be available at your Sylvania Photo Lamp Dealer. The entry blank accompanying the picture must be signed by a Ford Dealer or one of his salesmen.

5. Entries will be judged by The Bruce Richards Corporation on the basis of:

a. Story telling value of the picture.
b. Originality of photograph in expressing (or illustrating) the theme, "Picture Yourself In A 1959 Ford."

Decision of the judges will be final. Duplicate prizes will be awarded in case of ties.

6. You may enter as often as you wish, but each picture must be accompanied by (1) the trademark from the outer wrapper of a sleeve of Sylvania Blue Dot Flashbulbs, and (2) official entry blank, or typewritten or printed copy thereof, attached to the back of the photograph.

7. Pictures should illustrate the theme, "Picture Yourself In A 1959 Ford." All entries must be the original work of the contestant except that he may receive aid from his Ford Dealer. Entries will be disqualified for any outside professional or compensated help.

8. All entries become the property of Sylvania and Ford and will not be returned to the contestant. The contestant consents to the use of his entry of reproduction, in whole or in part, thereof and of his name by Sylvania, Ford, and their advertising agencies for advertising and publicity purposes and agrees to sign and to cause others shown in the picture to sign a consent to such use in such form as Sylvania and/or Ford may reasonably require.

9. In selecting hotels and carriers of the highest reputation, Sylvania has made every reasonable effort to provide for the safety and comfort of the first-prize winner and his family. Each contestant agrees that if he is a first-prize winner, he will release Sylvania and their agents and employees, from liability for personal injury or property damage suffered during the prize vacation.

10. The contest is subject to all federal, state and local regulations. Winners will be notified by mail within approximately one month after final closing date.